FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00089313 **Type of Permit:** STILL **Release Date:** 02/03/2015

Production Company JC PENNEY CORPORATION, INC.

Insured Company Name JC PENNEY CORPORATION, INC.
Contact Phone No. 1 972-431-5715
Contact Phone No. 2
Fax
Address 6501 LEGACY DR
PLANO, Texas 75218

Production Title JC PENNY- 13DMM

Type of Production Still Photo

Producer Wilhelmina Adams

Director n/a n/a

1st AD n/a n/a

Production Manager n/a n/a

FilmL.A. Coordinator Sarah Bazzi

Location Manager Wilhelmina Adams
Primary Phone Mobile - 214-662-0955
Secondary Phone

Location Assistant n/a n/a
Primary Phone Mobile - 214-662-0955
Secondary Phone

Fees

FILMLA STILL APPLICATION FEE	$60.00
SANTA MONICA STILL PHOTO APPLICATION FEE	$108.63
SANTA MONICA BEACH STILL PHOTO LOCATION FEE	$132.35
SANTA MONICA ANNENBERG BEACH HOUSE PARKING LOT(S)	$672.00
SANTA MONICA ANNENBERG POOL HOUSE LOCATION FEE	$4,000.00
SANTA MONICA ANNENBERG BEACH HOUSE STILL PHOTO SANDY AREA LOCATION FEE	$2,000.00
SANTA MONICA ANNENBERG BEACH HOUSE ROAMING RIGHTS LOCATION FEE	$2,000.00

Total Permit Fee $8,972.98

Number of Locations 2

NOT A PERMIT

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number S00089313
Production Company JC PENNEY CORPORATION, INC.
Insured Company JC PENNEY CORPORATION, INC.
Production Title JC PENNY- 13DMM

Location Manager Wilhelmina Adams
Primary Phone Mobile - 214-662-0955
Secondary Phone

Location Address 415 Pacific Coast Highway, Santa Monica, CA, 90402

Location Name ANNENBERG COMMUNITY BEACH HOUSE

Location Type Government Building/Facility

Film Dates 2/4/2015 - 2/5/2015 07:00 - 18:00 2 days

Open or Closed to the Public Open

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached document JC Penney Agent Letter.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	10
Cube Trucks	2
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	13

Filming Activities Exterior establishing shots; Exterior models against scenery; Interior models against scenery; 9 parking spaces reserved; Filming Areas: Pool Deck and Sand & sea Room with View Deck.;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Approvals

SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Mike Braaten
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ANNENBERG BEACH HOUSE/CIVIC AUDITORIUM	Elizabeth Dugan

Coordinator Note **LOAD IN TIME APPROVED FOR 6:45 AM ON 2/4 & 2/5 BY ELIZABETH DUGAN**

Coordinator Note *No SM Police required*

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number S00089313
Production Company JC PENNEY CORPORATION, INC.
Insured Company JC PENNEY CORPORATION, INC.
Production Title JC PENNY- 13DMM

Location Manager Wilhelmina Adams
Primary Phone Mobile - 214-662-0955
Secondary Phone

Location Address SANTA MONICA BEACH (EXCLUDING PIER & OCEAN FRONT WALK), SANTA MONICA, CA, 90401

Location Name SANTA MONICA BEACH

Location Type Beach

Location Description WHEN HAVING WATER ACTIVITY OR REQUESTING USE OF LIFEGUARD TOWERS
* PRODUCTION NEEDS TO CONTACT THE LEAD SANTA MONICA LIFEGUARD CAPTAIN 2 DAYS IN ADVANCE AT 310-394-3261 TO DISCUSS THEIR ACTIVITY.

Film Dates 2/4/2015 - 2/4/2015 07:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	10
Cube Trucks	2
Motor Homes	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	13

Filming Activities Equipment on sand; Exterior establishing shots; Exterior models against scenery; Beach area between San Vincente and Marguerita;

Jurisdiction **Political:** City of Santa Monica **Police:** Santa Monica Police Department **Fire:** Santa Monica Fire Department

Thomas Guide **Page:** 671 **Grid:** E3

Location Notes No posting of production/directional signs allowed on public property.

Approvals

SANTA MONICA - PUBLIC WORKS DEPARTMENT	Kathy Ruff
SANTA MONICA POLICE DEPARTMENT	Mike Braaten
SANTA MONICA/COMMUNITY AND CULTURAL SERVICES - ALL CITY PARKS/STATE BEACH AND BEACH PARKING LOTS	Glennis Waterman

Coordinator Note *ABSOLUTELY NO WATER ACTIVITY AT ANYTIME*

Coordinator Note *NO VEHICLES ALLOWED ON THE BEACH*

Coordinator Note *No posting of production/directional signs allowed on public property*

Coordinator Note *No SM Police required*

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of JCPenney ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 3/6/14

Wilhelmina Adams
Name of Principal

By: _____
Representative's Signature

Wilhelmina Adams
Print Representative's Name

Producer
Representative's title

6501 Legacy dr. Plano, Tx. 75024
Principal's Address

214-662-0955
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NOT A PERMIT